

Message Text

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ORIGIN COME-00

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----- 015070

P 132204Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA PRIORITY

AMCONSUL GUAYAQUIL

AMEMBASSY KINGSTON

AMEMBASSY QUITO

AMEMBASSY SANTO DOMINGO

UNCLAS STATE 007811

E.O. 11652: NA

TAGS: BEXP, CO, EC, JM, DR

SUBJECT: U.S. FOOD PROCESSING, PACKAGING AND

--- AGRICULTURAL EQUIPMENT TRADE MISSION

REF: STATE 252513

1. BIO INFORMATION FOR PRINTING/TRANSLATION FOR MISSION
BROCHURE FOLLOWS: "RICHARD F. MUENZER, LATIN AMERICA
MARKETING SPECIALIST, OFFICE OF INTERNATIONAL MARKETING,
U.S. DEPARTMENT OF COMMERCE, MISSION DIRECTOR. MR. MUENZER
JOINED THE USDOC IN 1960, AFTER SPENDING SEVERAL YEARS IN
MERCHANDISING WITH THE SEARS ROEBUCK COMPANY AND THE
R. J. MACY CORPORATION. IN COMMERCE, HE HAS SERVED AS A
TRADE SPECIALIST IN THE LOS ANGELES DISTRICT OFFICE, SPENT
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SEVERAL YEARS IN THE COMMERCIAL EXHIBITION PROGRAM AND

CURRENTLY OPERATES AS THE USDOC COLOMBIA COUNTRY MARKETING SPECIALIST. HE IS A GRADUATE OF THE GEORGETOWN UNIVERSITY SCHOOL OF FOREIGN SERVICE- SERVED WITH THE US DEPARTMENT OF STATE AS COMMERCIAL ATTACHE IN SAN SALVADOR FOR NEARLY FOUR YEARS. IN 1965, HE DIRECTED A U.S. TRADE MISSION TO TAIWAN AND THAILAND; WAS DEPUTY DIRECTOR OF A FOOD PROCESSING AND PACKAGING SEMINAR HELD IN CENTRAL AMERICA IN 1972; PLANNED AND DIRECTED A COMMERCE U.S. TECHNICAL SEMINAR/MISSION ON NICARAGUAN RECONSTRUCTION IN MANAGUA IN

JUNE 1973; AND PLANNED A SOLO EXHIBITION OF U.S. METAL- WORKING AND INSTRUMENTATION PRODUCTS IN CARACAS, MARCH 1974." "JOHN E. MOCHO, EXPORT SALES REPRESENTATIVE, FERRELL-ROSS, POST OFFICE BOX 26468, OKLAHOMA CITY, OKLAHOMA 73126. FERRELL-ROSS HAS BEEN MANUFACTURING GRAIN AND SEED CLEANERS SINCE 1869. THEY ALSO MANUFACTURE GRAIN DRYERS AND OTHER GRAIN HANDLING EQUIPMENT AND ARE THE WORLD'S LARGEST MANUFACTURER OF ROLLER MILLS. ROSS MILLS ARE AVAILABLE IN TYPES, SIZES AND MODELS FOR PRACTICALLY EVERY APPLICATION. THE FERRELL-ROSS GRAIN DRYERS, REPUTED TO BE THE CLEANEST, MOST EFFICIENT, ARE AVAILABLE IN MANY DIFFERENT SIZES AND CAN BE FIRED WITH MANY DIFFERENT TYPES OF FUEL. THE DRYER PUTS OUT A VERY CLEAN UNIFORM PRODUCT. MR. MOCHO IS INTERESTED IN ESTABLISHING AGENCY ARRANGEMENT." "ALFREDO LLOP, MANAGER, LATIN AMERICA REGION, FRICK COMPANY, WAYNESBORO, PA. 17268. FRICK COMPANY IS A LEADING MANUFACTURER OF INDUSTRIAL REFRIGERATION AND FOOD FREEZING MACHINERY AND SYSTEMS. FRICK'S COMPLETE PRODUCT LINE OF REFRIGERANT COMPRESSORS INCLUDES: HEAVY DUTY INDUSTRIAL, MULTI-CYLINDER ROTARY SCREW AND ROTARY VANE BOOSTER COMPRESSORS ALL AVAILABLE IN A WIDE RANGE OF CAPACITIES, PLUS EVAPORATIVE CONDENSERS, CLOSED CIRCUIT COOLERS, SKID MOUNTED REFRIGERATION PACKAGES AND AIR HANDLING UNITS. PIONEERING IN RESEARCH AND DEVELOPMENT SINCE ITS FOUNDING IN 1853, FRICK CONTINUES TO LEAD THE INDUSTRY IN APPLYING ADVANCED ENGINEERING TECHNOLOGY AND MODERN EQUIPMENT TO ALL TYPES OF COOLING AND FREEZING PROBLEMS. IN ADDITION TO ITS HEADQUARTERS IN WAYNESBORO, PA., FRICK ALSO MAINTAINS MANUFACTURING, DISTRIBUTION AND SERVICE FACILITIES IN KEY UNCLASSIFIED

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LOCATIONS THROUGHOUT THE WORLD. MR. LLOP IS INTERESTED PRIMARILY IN DIRECT SALES." "AL BOWN, SALES MANAGER, DOMESTIC AND INTERNATIONAL SALES, SHIVVERS ENTERPRISES, INC., 614 WEST ENGLISH, CROYDON, IOWA 50060. THE U.S. GRAIN DRYING INDUSTRY HAS BEEN REVOLUTIONIZED IN THE LAST FEW YEARS BY SHIVVERS GRAIN HANDLING EQUIPMENT. CHARLES SHIVVERS, INVENTOR OF THE FIRST PRACTICAL GRAIN CIRCU-LATOR AND PRESIDENT OF SHIVVERS ENTERPRISES, INC.,

INTRODUCED CIRCULATOR IN 1968, DRI-FLO FOLLOWED IN 1972 AND THE INDUSTRIAL DRI-FLO IN 1973. EACH YEAR SALES HAVE INCREASED 30 PERCENT TO 50 PERCENT WITH INSTALLATIONS PLACED IN ALL MAJOR GRAIN BELTS. THE SHIVVERS AUTOMATED CONTINUOUS FLOW DRYING EQUIPMENT HAS ESTABLISHED ITSELF TO BE EFFICIENT, HIGH CAPACITY AND A LOW INVESTMENT IN MANY NATIONS OF THE WORLD. MAIZE, SORGHUM, RICE, COFFEE AND SOYBEANS ARE JUST A FEW OF THE GRAINS THAT ARE BEING

DRIED SUCCESSFULLY AROUND THE WORLD. THE PRINCIPLES

INVOLVED IN THIS SYSTEM ARE REVOLUTIONARY IN DESIGN AND PROMOTE SAVINGS IN DRYING NEVER BEFORE ACCOMPLISHED. SHIVVERS IS INTERESTED IN ESTABLISHING DISTRIBUTIONSHIPS IN THE AREAS TO BE VISITED BY THE TRADE MISSION."

"W. T. STAPLETON, JR., VICE PRESIDENT, DIXIE CANNER EQUIPMENT COMPANY, 786 EAST BROAD STREET, ATHENS, GEORGIA 30601. DIXIE CANNER EQUIPMENT CO., ESTABLISHED IN 1914, HAS EVOLVED THROUGH THE YEARS FROM A PRIMARY PRODUCER OF HOME-CANNING EQUIPMENT TO ITS PRESENT POSITION CONCERNED WITH THE PRODUCTION AND MARKETING OF EQUIPMENT SIZED FOR USE IN FOOD PROCESSING LABORATORIES, PILOT

PLANTS, SMALL COMMERCIAL CANNERIES AND COMMUNITY CANNERIES. DIXIE EQUIPMENT IS A SMALLER VERSION OF THAT USED IN LARGE, HIGH-PRODUCTION PLANTS. RECENTLY, DIXIE DEVELOPED A COMPLETELY PACKAGED/PORTABLE UNIT CONTAINING PRE-INSTALLED EQUIPMENT THAT MAY BE SELECTED TO MEET THE REQUIREMENTS OF THE END-USER. MR. STAPLETON IS INTERESTED IN DIRECT SALES." "RICHARD W. EVANS, DIRECTOR OF MARKETING, HYDROTILE MACHINERY COMPANY, BOX 368, NASHUA, IOWA 50658. HYDROTILE PROVIDES AN UNEXCELLED SERIES OF ROLLER/PACKERHEAD MACHINES AND EQUIPMENT TO PRODUCE A UNCLASSIFIED

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COMPLETE RANGE OF AGRICULTURAL DRAIN TILE, CONCRETE SANITARY AND STORM SEWER PIPE AND CULVERT PIPE FROM 100 TO 1800 MM IN DIAMETER AND IN LENGTHS UP TO 3.5 METERS. ALONG WITH THE PIPE MACHINES, THEY PRODUCE EQUIPMENT AFFILIATED WITH THE CONCRETE INDUSTRY SUCH AS BATCHING SYSTEMS. WHETHER A MARKET DEMANDS PLAIN OR REINFORCED PIPE, BELL AND SPIGOT OR TONGUE AND GROOVE, MORTAR OR GASKET JOINED PIPE, HYDROTILE CAN SUPPLY WHAT IS NEEDED FROM EITHER ITS LARGE SELECTION OF STANDARD DESIGNS OR TO A PARTICULAR SPECIFICATION. PRODUCING PIPE IN METRIC SIZES IS NO PROBLEM ON HYDROTILE EQUIPMENT. THEY ALSO OFFER A "BASIC" TURNKEY PLANT AND ARE ABLE TO SUPPLY A COMPLETE CONCRETE PLANT, SUCH AS THEIR MOST RECENT SALE TO IRAQ, OR THE ONE JUST STARTING UP FOR THE NILE DELTA AUTHORITY IN EGYPT." "DALE MOLITOR, PRESIDENT, SORENSEN

SPRAYERS INC., BOX 344, AIRPORT ROAD, WORTHINGTON,
MINNESOTA 56187. SORENSEN IS THE OLDEST AND MOST EXPERI-
ENCED BUILDER OF FIBER GLASS BELLY TANKS IN THE WORLD.
THERE ARE MORE SORENSEN SPRAYERS IN USE THAN ANY OTHER
SPRAYER EVER BUILT. SORENSEN FIBER GLASS BELLY TANKS ARE
YEARS AHEAD OF ALL OTHER TANK MANUFACTURERS IN EXPERIENCE,
LOW DRAG, QUALITY MATERIALS, WORKMANSHIP AND PERFORMANCE.
THESE UNITS ARE DESIGNED FOR ALL TYPES OF SPRAYING. THE
SORENSEN QUICK DETACHABLE AGRICULTURAL CROP SPRAYERS ARE
DESIGNED FOR FITMENT TO CESSNA, PIPER AND CHAMPION AIR-
PLANES. THE QUICK DETACH FEATURE OF THE SPRAYER MAKES

MULTI PURPOSE AIRPLANES OUT OF THIS AIRCRAFT. THEY ARE
USED TO APPLY ALL KINDS OF LIQUID CHEMICALS BY AIR;
HERBICIDES, INSECTICIDES, FERTILIZERS FOR CONTROL OF
WEEDS, INSECTS, CROP PESTS, DISEASES, ETC. ALL SORENSEN
SPRAY UNITS HAVE STREAMLINED BRACES AS STANDARD EQUIPMENT.

MR. MOLITOR IS INTERESTED IN DIRECT SALES AND DISTRI-
BUTORS." BROCHURE INFO ON CONRAD, INC. FOLLOWS SOONEST;
LIKewise, NEW MEMBER, MERLE S. ROWLES, PRESIDENT, THE
HONEYBEE CO., INC., EVERLY, IOWA 51338 (MFRS. EQUIPMENT
TO PRODUCE LIQUID PROTEIN FEED FOR LIVESTOCK AND EQUIP-
MENT MAKING LIQUID FERTILIZER; INTERESTED DIRECT SALES
AND/OR AGENTS).

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2. ADVANCE OFFICER, LOWELL BURNS, INT'L. TRADE SPECIALIST,
USDOC ST. LOUIS DISTRICT OFC. PLANNING BEGIN ADVANCE
WORK IN QUITO ON OR ABOUT JAN. 24. SPECIFIC ITINERARY
FOLLOWS SOONEST. KISSINGER

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